

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

| Name of Registrant                            | Name of Foreign Principal |
|---|---------------------------|
| DEVELOPMENT COUNSELLORS INTL. LTD.<br>(#1421) | SWEDISH TOURIST BOARD     |

Check Appropriate Boxes:

- ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

- Describe fully the nature and method of performance of the above indicated agreement or understanding.

See #5 and attached agreement.

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DEPT. OF JUSTICE  
CRIMINAL DIVISION  
88 JUN 31 A9:45  
INTERNAL SECURITY  
SECTION  
REGISTRATION UNIT

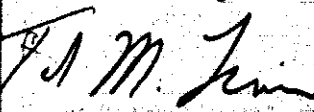
5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Produce video, producer brochure, plan and expedite luncheon, arrange personal appearances on radio & TV.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?  
Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

See #5 above.

| Date of Exhibit B | Name and Title           | Signature   |
|-------------------|--------------------------|---|
| 6/22/88           | Ted M. Levine, President |  |

<sup>1</sup> Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

220 Fifth Avenue  
New York New York 10001  
USA  
212.725.0707

June 15, 1988

Mr. Ed Conradson  
Manager, North America  
SWEDISH TOURIST BOARD  
655 Third Avenue  
New York, NY 10017

RE: Letter of Agreement for Maximizing the Impact of "Good Morning America's" Visit to Sweden

Dear Mr. Conradson:

This letter will recapitulate our discussion this afternoon regarding the most efficient and cost-effective methods of capitalizing the awareness of Sweden generated by "Good Morning America's" recent week of broadcast.

Considering your budget parameters, and the importance of timeliness both in acting while the "Good Morning America" impact is still fresh, and in motivating potential summer travelers, we have mutually agreed on the following projects, listed in order of priority.

1) "Good Morning America" Kickoff Luncheon

DCI will plan and organize a luncheon at Akvavit in honor of GMA on-camera personalities and crew. Appropriate gifts will be presented to Joan Lunden, Charles Gibson and Spencer Christian; photos of the presentation will be distributed to the travel trade media and other appropriate outlets.

2a) "Good Morning America" Video/Spencer Christian Tie-in

A video presentation of highlights from "Good Morning America" will be a significant marketing tool for the Swedish Tourist Board.

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Two versions of this video are desired: a fast-paced 9-12-minute version for use at tradeshows, seminars, media luncheons and similar events; and a lengthier 30-40-minute version incorporating information about tour packages for use in presentations to Scandinavian ethnic groups.

DCI will script the shorter version, and supervise its production; we will advise and consult with you on the longer version, which will rely on the Tourist Board's expertise with these special markets.

2b) Spencer 'Sven the Weatherman' Christian as Spokesperson

DCI will arrange a meeting with Spencer Christian and his agent to discuss the range of possible involvements for Mr. Christian, including the possibility of appearing on-camera and as the voice-over in the shorter GMA video outlined above.

3) Broadcast Media Placement

DCI will arrange a series of radio and TV appearances in key Eastern markets such as New York, Boston, Philadelphia, Washington, D.C. and perhaps Florida.

A inquiry-generating press release will be issued to trade and consumer publications offering vacation packages correlating with several of the locations visited by GMA.

4) Direct Mail/GMA-oriented Brochure

A leaflet or brochure, perhaps in storyboard format, tracing GMA's visit to Sweden will be considered in relation to other budget priorities. Your mailing list of persons who have already expressed interest in Sweden would be the first target in distributing this brochure.

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DCI will begin on these projects immediately. Within the next two weeks, we will meet with you to review and agree upon the specifics of the various projects listed above in the context of the expense budget available, and the anticipated costs of each item. We will also discuss and agree upon a timetable for completion.

Please return one signed copy of this Letter of Agreement, and keep the original for your files.

On behalf of all of us at DCI, we greatly look forward to working with you and your staff.

Cordially,

*T. M. Levine*

Ted M. Levine  
President

*Peggy R. Bendel*

Peggy R. Bendel  
Vice President, Travel Marketing

Accepted By: \_\_\_\_\_

*Ed Conradson*

Date: \_\_\_\_\_

*6/16/88*